

Billboard Viewing Zone and Viewing Cone

Public Act 106 of 1972, MCL 252.311a

Subsection (18)(a) "Billboard viewing zone" means the 1,000-foot area measured at the pavement edge of the main-traveled way closest to the billboard **A** having as its terminus the point **B** of the right-of-way line immediately adjacent to the billboard except that, for a location where a vegetation permit has been granted within the five years prior** to the effective date of the 2013 amendatory act that amended this subdivision, the billboard viewing zone includes the area subject to the vegetation permit.

Subsection 18 (c) "Viewing cone" means the triangular area described as the point directly below the face of the billboard closest to the highway, the point directly below the billboard face farthest away from the highway, a point as measured from a point directly adjacent to the part of the billboard closest to the closest edge of the highway and extending back parallel to the highway the distance that provides the view of the billboard prescribed in this section, and the triangle described by the points extending upward to the top of the billboard.

Subsection (6) Subject to this subsection, a permit to manage vegetation shall provide for a minimum of 5 seconds of continuous, clear, and unobstructed view of the billboard face based on travel at the posted speed as measured from the point directly adjacent to the point of the billboard closest to the highway. *The department and the applicant may enter into an agreement, at the request of the applicant, identifying the specific location of the continuous, clear, and unobstructed view within the billboard viewing zone.* The specific location may begin at a point anywhere within the billboard viewing zone but shall result in a continuous, clear, and unobstructed view of not less than 5 seconds. An applicant shall apply for a permit that minimizes the amount of vegetation to be managed for the amount of viewing time requested. Applications for vegetation management that provide for greater than 5 seconds of continuous, clear, and unobstructed viewing at the posted speed as measured from a point directly adjacent to the point of the billboard closest to the highway shall not be rejected based solely upon the application exceeding the 5-second minimum. For billboards spaced less than 500 feet apart, vegetation management, when permitted, shall provide for a minimum of 5 seconds of continuous, clear, and unobstructed view of the billboard face based on travel at the posted speed or the distance between the billboard and the adjacent billboard, whichever is less. (Emphasis added).

Five-Second Viewing Distance	
30	220
35	257
40	293
45	330
50	367
55	403
60	440
65	477
70	513
75	550

